MEDIAWORKS

OCTOBER AD RESULTS

Fourth quarter looks grim

By Scott Donaton

The fourth quarter isn't likely to bring a turnaround for the magazine industry.

Ad pages dipped 6% to 17,744 in October, compared with the same month in 1989, Publishers Information Bureau reports. For January to October, ad pages in PIB-tracked titles totaled 140,252.8, a 3.7% decline from the same period last year.

Most surprising, perhaps, was the October dip in ad revenues, which have been rising this year despite the ad page falloff. Ad revenues for the month reached $712.4 million, a 2.5% decline. Ad revenues through October totaled $5.5 billion, a 1.8% gain.

Automotive revenues dipped in October after three consecutive months of double-digit gains. The industry's largest category was off 2.1% with revenues of $91.6 million. For the 10 months, auto revenues remained flat at $718 million, a 0.07% decline.

Food and food products revenues took an unexpected 21.7% plunge in October to $38.3 million. Revenues in the category remained strong for the 10-month period, however, at $373.7 million, up 4.7%.

Cigarette/tobacco spending continued its downward spiral with revenues of $27.4 million in October, down 23.8%. Year-to-date tobacco revenues were off 26.6% at $244.7 million.

Magazine Publishers of America Exec VP James Guthrie said the October results reflect not only softness in magazine spending but the strength of October 1989, a month in which seven of the top 10 categories showed double-digit increases over the same month in 1988.

By comparison, five of the top 10 categories were down last month and just two—computers/office equipment/stationery ($44.5 million, up 17%) and retail ($30 million, up 27.2%)—registered significant gains.

This year's October ad pinch hit a number of magazines that seemed immune to the drought. *Forbes'* ad pages fell 12.1% to 697 in October, leaving the every-other-weekly up 0.6% with 3,182.18 pages in 10 months.

Good Housekeeping was the only one of the "Seven Sisters" women's service titles up in ad pages this year. But the Hearst Corp. monthly carried 162 ad pages in October, down 2.4%. In the first 10 months of 1990, it carried 1,387.04 ad pages, up 5.2%.

PIB's January-October data paint a bleak picture for many titles, including a number of magazines that were considered among the industry's hottest during the 1980s.

American Health's ad pages fell 42.7% through October to 353.1. *The Cable Guide* was off 25.7% with 276.7 ad pages. *Mother Earth News* carried 301.6 ad pages, a 21.1% drop.

Women's magazines have been the hardest hit by the ad page squeeze. *Family Circle*, last year's women's service leader, saw ad pages fall 16.9% to 1,347.13. *McCall's*, with 807.2 ad pages, was down 13% from the same period in 1989, and *Woman's Day* was down 21.8% with 1,163.62 ad pages.

Ladies' Home Journal's ad pages were down just 4% to 1,214.87, a fairly strong performance in a weak field.

Among other women's books on the slide: *Cosmopolitan* (1,768.28, down 9.3%); *Glamour* (1,556.03, down 6.1%); *Mademoiselle* (1,275.92, down 7.6%); *New Woman* (788.91, down 5.9%); and *Savvy Woman* (307.9, down 30.9%).

A handful of magazines continued to buck the trend, registering strong gains after 10 months.

The North American edition of *The Economist* carried 2,201.12 ad pages, up 13.7%. *Mirabella's* ad pages totaled 885.76, a 79.2% jump. *Art & Antiques'* 684.56 ad pages were up 12.3% over the same period in 1989. *Parenting* saw pages rise 18.2% to 624.67. *Decorating Remodeling's* ad pages soared 75.9% to 360.5. And *Cooking Light* was up 14.9% with 295 ad pages. □

Wayne Walley coordinates MediaWorks.

Magazine ad page leaders

Publishers Information Bureau figures for January-October 1990.

Rank	Magazine	Pages	% chg	Dollars	% chg
1	Business Week	3,436.91	(12.5)	194,704,604	(6.7)
2	Forbes	3,182.18	0.6	137,445,808	7.5
3	People	2,804.63	(6.2)	265,665,096	3.3
4	Fortune	2,770.67	(8.9)	133,253,754	(1.1)
5	Bride's	2,711.59	(4.0)	48,051,921	3.2
6	Vogue	2,467.51	(10.6)	89,435,536	8.3
7	TV Guide	2,416.09	(9.2)	260,671,899	(1.0)
8	The Economist	2,201.12	13.7	19,225,832	28.4
9	Modern Bride	2,176.07	2.3	35,457,671	8.1
10	Time	2,158.88	(2.3)	301,904,054	0.0
11	Sports Illustrated	2,085.83	(13.1)	260,863,524	(3.1)
12	New York Magazine	2,072.03	(14.4)	33,324,199	(9.5)
13	Elle	1,866.74	0.2	54,938,973	10.0
14	Newsweek	1,797.79	(8.1)	200,878,797	0.4
15	The New Yorker	1,777.58	(0.6)	45,211,124	11.7
16	Cosmopolitan	1,768.28	(9.3)	106,424,401	2.0
17	Entrepreneur	1,682.06	13.0	16,285,845	38.1
18	GQ	1,614.07	(11.3)	39,241,987	(2.3)
19	U.S. News & World Report	1,609.80	0.4	127,914,047	6.9
20	Glamour	1,556.03	(6.1)	78,674,204	4.5
21	Rolling Stone	1,537.18	(0.9)	57,750,470	4.7
22	Architectural Digest	1,496.74	0.7	39,545,954	8.5
23	American Way	1,450.71	(6.1)	20,031,335	19.9
24	Good Housekeeping	1,387.04	5.2	131,704,178	13.6
25	Yachting	1,366.32	(3.5)	8,473,992	(0.9)
26	Family Circle	1,347.13	(16.9)	109,771,330	(9.7)
27	Mademoiselle	1,275.92	(7.6)	41,472,044	1.2
28	Town & Country	1,260.40	(1.0)	50,835,193	12.5
29	Sunset	1,227.18	(2.5)	38,087,778	3.3
30	Skin Diver	1,217.42	5.7	11,424,535	12.3
31	Ladies' Home Journal	1,214.87	(4.0)	87,251,456	6.4
32	Vi	1,202.98	(10.0)	27,541,322	2.6
33	Harper's Bazaar	1,173.80	(3.0)	30,726,069	3.9
34	Vanity Fair	1,171.62	3.1	39,608,715	24.3
35	Parents	1,168.49	(4.0)	47,107,155	(1.4)
36	Woman's Day	1,163.62	(21.8)	83,376,080	(25.4)
37	Travel & Leisure	1,128.98	(6.4)	46,460,434	11.5
38	Texas Monthly	1,125.00	2.6	12,781,621	8.1
39	Golf Digest	1,089.79	(3.7)	55,827,743	3.0
40	Car & Driver	1,085.55	2.4	41,173,800	(4.5)
41	Seventeen	1,067.37	(9.1)	32,481,671	(5.4)
42	Self	1,060.99	(2.9)	39,211,952	14.0
43	Southern Living	1,042.26	(6.9)	52,868,130	2.8
44	Muscle & Fitness	1,036.93	(19.0)	17,776,766	(10.1)
45	Gourmet	1,026.95	5.3	27,129,123	15.8
46	Better Homes & Gardens	1,022.82	(11.3)	116,602,793	(5.9)
47	Popular Photography	1,018.18	18.3	24,457,755	30.0
48	Esquire	999.85	(4.7)	31,569,161	5.7
49	Money	980.95	(2.8)	61,336,136	0.2
50	San Francisco Focus	975.02	(6.3)	6,496,744	4.2
51	Golf Magazine	966.81	(6.0)	32,618,482	14.0
52	Salt Water Sportsman	959.67	(18.8)	6,207,672	(11.8)
53	Redbook	949.61	(4.2)	60,388,741	0.3
54	Road & Track	945.84	(5.3)	27,905,805	(11.2)
55	Metropolitan Home	922.19	(8.3)	29,586,745	1.9
56	Inc.	910.73	(7.5)	37,542,809	1.8
57	Country Living	894.05	(2.0)	36,343,638	3.7
58	Mirabella	885.76	79.2	14,507,160	170.9
59	Jet	881.91	(7.0)	14,917,532	(0.7)
60	House & Garden	877.37	8.9	21,551,566	13.0
61	Bicycling	875.06	(7.6)	12,216,153	8.7
62	Reader's Digest	863.56	(3.7)	89,540,503	(1.4)
63	Conde Nast Traveler	858.84	13.9	23,782,459	32.0
64	Ebony	851.77	(10.6)	30,193,408	(2.6)
65	Financial World	847.31	32.2	19,912,371	57.4
66	Working Woman	836.50	(9.5)	26,415,299	1.9
67	Four Wheeler	828.36	0.2	6,564,348	6.4
68	Bon Appetit	819.54	1.8	25,171,586	5.5
69	McCall's	807.20	(13.0)	59,247,452	(5.3)
70	New Woman	788.91	(5.9)	19,334,814	(0.3)
71	Smithsonian	780.33	(6.1)	33,537,691	(2.8)
72	Black Enterprise	769.02	0.4	10,249,748	9.8
73	Motor Trend	762.95	(7.6)	27,952,975	5.2
74	Essence	726.92	(1.8)	18,398,822	12.4
75	Delta Sky	715.40	(7.3)	18,002,870	(2.5)
76	M Inc.	702.55	(3.6)	8,443,197	2.4
77	Outdoor Life	687.31	(13.8)	21,538,505	(7.5)
78	Art & Antiques	684.56	12.3	4,226,160	27.5
79	Popular Mechanics	682.93	(13.8)	21,660,264	(11.4)
80	Sports Afield	682.84	5.3	13,423,041	14.4
81	Hot Rod	681.39	(24.9)	16,475,353	(17.5)
82	Entertainment Weekly	678.59	1,000.0	14,399,420	100.0
83	Field & Stream	665.64	(16.5)	29,379,499	(13.9)
84	California	640.12	4.5	9,247,940	11.8
85	Yankee	638.04	0.7	7,796,011	10.7
86	Popular Science	625.50	(22.6)	17,705,931	(21.5)
87	Parenting	624.67	18.2	10,979,806	53.3
88	Ski	620.91	(7.1)	12,439,612	(1.3)
89	Premiere	619.57	2.8	11,108,219	27.3
90	Tennis	613.88	(9.2)	20,720,916	36.9
91	House Beautiful	612.39	(9.1)	22,696,292	0.4
92	Southern Accents	606.10	9.6	6,032,125	19.6
93	Working Mother	602.79	(13.0)	14,112,023	2.4
94	US	588.59	(5.8)	17,267,241	(6.1)
95	Connoisseur	582.11	(22.5)	10,238,036	(12.9)
96	Skiing	580.69	8.8	11,429,837	(0.1)
97	National Journal	579.50	(3.3)	3,895,660	3.2
98	1,001 Home Ideas	576.59	(0.8)	16,291,917	5.8
99	Playboy	568.49	(4.7)	37,979,424	3.7
100	Home	563.63	(5.0)	15,738,412	2.7

Percent change compares January-October in 1990 with 1989. Source: Publishers Information Bureau

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Contact George Hirsch, Group Publisher (212) 573-0334.
Source: MRI Fall, 1990. MEN'S HEALTH will be measured as part of the Network in Spring 1991.

CONSUMER MAGAZINE AD LINAGE

	October 1990	October 1989	Year-to-date 1990	Year-to-date 1989
■ Auto/cycle/rec. vehicles				
AutoWeek (52X)	132.1	157.6	1,456.0	1,581.4
Automobile Magazine	68.2	56.5	645.9	579.5
Car & Driver C	119.9	109.5	1,085.6	1,060.4
Car Craft	85.7	91.4	712.8	782.4
Circle Track	68.3	76.6	803.8	854.8
Cycle	37.1	36.9	408.1	439.1
Cycle World	36.2	42.4	444.2	418.2
Dirt Rider	50.3	32.2	421.7	320.2
Dune Buggies & Hot VWs	87.0	69.1	739.0	689.0
Easyriders	28.8	21.6	281.4	235.3
Family Motor Coaching	145.7	167.5	1,678.3	1,822.4
4 Wheel & Off-Road	88.1	93.1	832.2	830.6
Four Wheeler C	83.0	78.5	828.4	826.9
Hot Rod C	68.0	93.3	681.4	906.7
Motorcyclist	31.2	30.3	414.7	411.3
Motor Trend C	94.3	82.8	763.0	825.6
Motorhome	96.7	101.3	1,058.0	967.4
Rider	25.8	23.6	328.9	337.4
Road & Track C	110.3	84.9	945.8	998.5
Trailer Life	89.1	87.9	926.6	923.3
Total Group	**1,545.5**	**1,537.1**	**15,455.7**	**15,810.2**
% change	**0.5%**		**-2.2%**	
■ Boating & yachting				
Boating	97.9	136.0	1,213.0	1,486.9
Chesapeake Bay	51.0	64.3	435.1	531.6
Cruising World	190.2	247.5	1,159.8	1,220.5
Lakeland Boating (11X)	54.0	63.0	760.5	873.8
Motor Boating & Sailing	93.3	99.9	1,161.4	1,403.6
Sail	84.9	117.0	1,053.8	1,146.6
Trailer Boats (11X)	30.5	35.7	570.8	660.9
Western Boatman	—	—	227.2	227.1
Yachting C	152.5	155.2	1,366.3	1,415.9
Total Group	**754.3**	**918.7**	**7,948.0**	**8,966.9**
% change	**-17.9%**		**-11.4%**	
■ Civic/fraternal				
Elk (10X)	19.9	21.3	145.7	139.4
Kiwanis	18.6	17.8	155.5	150.3
Lion (10X)	6.5	7.5	49.5	54.1
Rotarian	23.8	18.7	165.6	127.3
V.F.W. (11X)	31.8	33.5	259.0	262.8
Total Group	**100.6**	**98.8**	**775.3**	**733.9**
% change	**1.8%**		**5.6%**	
■ General				
American Health (10X) C	25.3	57.2	353.1	615.8
American Heritage (8X) C	—	—	262.4	276.4
American Legion	40.5	37.0	351.7	323.4
American West (5X)	—	—	105.5	126.2
Art & Antiques (10X) C	131.3	97.5	684.6	609.6
ARTnews (10X)	138.8	155.8	965.6	958.3
The Atlantic A. C	68.9	57.9	544.3	477.6
Bon Appetit A. C	91.0	101.2	819.5	805.2
Cable Guide C	36.5	53.8	276.7	372.2
Caribbean Travel & Life (5X)	—	—	210.1	172.6
Changing Times C	56.9	62.9	539.6	505.0
Conde Nast Traveler C	126.8	117.7	858.8	753.9
Connoisseur C	88.9	118.3	582.1	751.2
Consumers Digest (6X) C	—	—	130.7	118.0
Cooking Light C	—	—	295.0	256.7
Departures N. America (6X)	—	—	216.4	151.6
Ebony C	72.7	79.0	851.8	953.2
European Travel & Life (10X) C	56.1	74.1	418.4	438.6
Food & Wine C	58.7	67.8	546.0	587.8
Games (6X) C	—	—	34.1	73.8
Golden Years (6X)	—	—	173.5	239.5
Gourmet C	166.7	154.4	1,027.0	975.6
Harper's Magazine A. C	35.5	33.0	314.9	298.2
Islands (6X)	—	—	324.7	307.2
Let's Live	56.0	58.0	500.0	472.0
Life C	39.3	135.9	521.6	675.6
Longevity C	38.3	33.3	362.7	212.7
Mature Outlook (6X) C	—	45.4	194.2	188.8
Modern Maturity (6X) C	46.4	48.3	194.5	205.5
Money C	104.2	126.5	981.0	1,009.1
Mother Earth News (6X) C	—	—	301.6	382.2
National Geographic C	27.0	34.7	222.4	201.9
National Geographic Traveler (6X) C	—	—	224.3	149.0
Natural History C	55.5	54.0	412.4	404.2
New Choices C	29.2	38.7	285.5	360.8
Prevention C	44.7	45.7	463.0	510.3
Reader's Digest A. C	87.6	124.7	863.6	897.1
Saturday Evening Post (9X) C	46.7	39.6	271.5	306.6
Smithsonian C	102.4	112.1	780.3	830.8
Spin C	51.5	50.9	425.6	490.7
Town & Country C	190.4	186.4	1,260.4	1,272.7
Travel-Holiday C	52.6	44.9	372.2	368.5
Travel & Leisure C	138.1	167.4	1,129.0	1,206.1
Travelhost	1,201.8	1,281.0	12,954.3	12,833.0
Vanity Fair C	210.5	165.0	1,171.6	1,136.5
Yankee C	85.3	98.5	638.0	633.7
Total Group	**3,801.9**	**4,158.3**	**35,417.1**	**35,805.4**
% change	**-8.6%**		**-1.1%**	
■ Home				
Architectural Digest A. C	192.2	234.5	1,498.7	1,487.9
Better Homes & Gardens C	112.9	130.1	1,022.8	1,153.6
Colonial Homes (6X) C	61.9	68.6	250.6	298.4
Columbus Monthly-Homes (4X)	25.6	37.6	114.5	134.1
Country Home (6X) C	75.1	73.1	303.5	398.7
Country Life (6X)	—	—	254.2	253.4
Country Living C	99.2	97.7	894.1	911.9
Family Handyman (10X) A. C	44.2	49.7	337.3	422.0
Florida Home & Garden	97.5	67.1	642.8	809.6
Flower & Garden (6X)	—	—	178.3	195.0
Home C	79.7	68.5	563.6	593.2
Home Mechanix C	62.8	60.2	477.8	507.7
Homeowner (10X) C	35.8	33.2	228.6	288.5
Horticulture	31.4	35.7	416.2	382.5
House Beautiful C	80.9	88.7	612.4	673.4
House & Garden C	157.4	150.0	877.4	805.5
Metropolis	78.8	100.3	497.9	606.1
Metropolitan Home C	107.4	120.9	922.2	1,005.8
Midwest Living C	61.9	63.9	339.7	324.8
1,001 Home Ideas C	58.0	68.1	576.6	581.4
Organic Gardening (9X) C	—	29.6	319.6	365.7
Phoenix Home/Garden	66.7	68.0	636.0	726.8
Practical Home-owner (9X) C	51.1	44.9	365.9	273.6
San Diego Home/Garden	75.3	74.3	713.6	724.9
Southern Accents (6X) C	82.0	—	606.1	553.1
Southern Living C	110.7	115.9	1,042.3	1,119.8
Sunset Magazine A. C	142.9	133.8	1,227.2	1,259.2
Workbench (6X)	—	—	188.6	211.1
Total Group	**1,991.4**	**2,014.4**	**16,108.5**	**17,067.9**
% change	**-1.1%**		**-5.6%**	
■ In-flight & other passenger				
Aboard Group (6X)	59.4	59.3	271.0	253.1
Alaska Airlines	68.0	61.9	724.5	636.3
America West Airlines	82.0	82.3	800.7	686.3
American Way (24X) C	177.3	224.0	1,450.7	1,544.4
Continental Profiles	56.0	58.9	502.5	578.0
Delta Sky C	84.6	97.6	715.4	772.0
Eastern Review	42.5	40.0	329.4	481.9
Pan Am Clipper	53.3	59.9	451.4	538.4
Southwest Spirit	66.5	64.1	544.6	636.4
Spirit of Aloha	32.3	26.6	341.0	241.3
TWA Ambassador B	37.0	—	373.0	—
United Vis. A Vis	90.5	99.3	715.5	866.7
US Air Magazine	86.8	77.7	652.3	600.7
Total Group	**899.3**	**951.6**	**7,499.0**	**7,835.5**
% change	**-5.5%**		**-4.3%**	
■ Men's				
Esquire A. C	120.1	155.6	999.9	1,048.9
Firehouse Magazine	38.4	63.3	385.3	416.4
Gentlemen's Quarterly A. C	210.3	238.4	1,614.1	1,819.8
M Inc. C	82.3	100.7	702.6	729.1
Men's Health (6X)	—	—	105.1	—
Muscle & Fitness C	103.2	116.3	1,036.9	1,280.4
Penthouse A. C	50.3	43.9	518.2	510.7
Playboy A. C	63.0	55.3	568.5	596.5
Total Group	**667.5**	**773.4**	**5,930.5**	**6,401.8**
% change	**-13.7%**		**-7.4%**	
■ Metropolitan				
Aloha (6X)	—	—	233.0	223.0
Annapolitan	77.9	87.2	656.2	611.0
Atlanta	77.8	78.5	729.0	615.9
Baltimore	64.4	73.3	571.6	661.7
Boston	111.9	132.9	1,026.7	1,359.0
California C	81.1	99.5	640.1	612.7
Chicago	114.8	189.5	880.0	1,134.1
Chicago's North Shore	86.1	92.9	891.0	959.5
Cincinnati	65.8	94.2	427.0	502.4
Cleveland	40.5	67.6	432.8	544.7
Columbus Monthly	88.3	108.6	631.5	741.7
Connecticut	87.2	124.2	837.5	999.9
D/Magazine	60.6	84.8	547.1	690.6
Detroit Monthly	76.8	84.1	566.6	591.3
Grand Rapids	31.8	44.0	339.9	398.8
Gulf Coast (13X)	36.8	21.1	387.0	308.4
Honolulu	46.0	50.1	546.8	525.9
Houston Metropolitan Magazine	105.6	86.5	670.9	618.9
Inside Chicago (8X)	—	—	140.8	177.8
Los Angeles	157.2	164.6	1,375.9	1,483.4
Louisiana Life (6X)	—	—	151.7	132.2
Madison	46.0	42.0	412.0	398.0
Memphis	58.0	55.7	572.7	653.7
Mid Atlantic Country	54.9	43.5	494.6	427.0
Milwaukee	70.5	59.7	676.0	541.7
Minneapolis/St. Paul	116.1	101.6	1,018.2	1,071.4
Minnesota Monthly Magazine	61.2	61.4	629.0	517.0
New Jersey Monthly	73.9	116.1	677.3	941.8
Ohio	70.1	71.3	549.6	540.7
Orlando	93.4	94.0	902.0	961.5
Pacific Northwest	55.3	51.4	478.8	484.1
Palm Beach Life	40.2	63.4	556.2	652.5
Palm Springs Life	94.1	104.7	1,225.2	1,226.2
Philadelphia	115.6	157.4	1,234.4	1,353.2
Phoenix	33.3	26.3	353.1	411.3
Pittsburgh	69.7	69.7	643.3	657.5
Rhode Island Monthly	59.3	68.6	579.5	572.3
Sacramento Magazine	63.0	59.0	575.2	547.0
St. Louis	43.6	56.2	493.1	476.9
San Diego	123.7	122.3	1,299.7	1,307.4
San Francisco Focus C	133.2	135.4	975.0	1,040.6
Sarasota (10X)	79.0	94.0	671.0	703.0
South Florida Magazine	71.6	71.1	792.6	1001.5
Texas Monthly C	143.7	148.3	1,125.0	1,096.8
Ultra	78.0	44.3	691.5	392.4
Washington-Dossier	41.5	44.8	377.1	370.8
The Washingtonian	151.1	177.8	1,285.4	1,580.0
Total Group	**3,450.3**	**3,823.6**	**31,970.7**	**33,819.0**
% change	**-9.8%**		**-5.5%**	
■ Music/entertainment				
Audio	306.7	340.3	1,045.2	1,141.9
Dance Magazine	46.8	48.1	527.9	527.0
Playbill	47.5	58.8	451.0	485.5
Premiere C	71.3	79.4	619.6	602.9
Video Magazine	73.4	68.0	668.6	592.4
Total Group	**545.7**	**594.5**	**3,312.2**	**3,349.7**
% change	**-8.2%**		**-1.1%**	
■ Outdoor & sport				
Alaska	43.0	40.0	449.0	420.0
The American Handgunner (6X)	—	—	286.0	274.0
American Hunter	39.4	52.9	229.5	243.0
American Rifleman	32.3	38.7	255.4	249.2
Backpacker (7X) C	52.6	35.2	226.3	189.6
Bass Master (10X) A. C	—	—	539.2	651.1
Bicycling (9X) C	78.8	—	875.1	947.3
Ducks Unlimited (6X)	—	—	147.7	143.7
Field & Stream C	60.5	85.2	665.6	797.0
Fishing World (6X)	—	—	195.7	179.7
Florida Sportsman	82.0	87.0	1,188.0	1,232.8
Golf Digest C	82.9	84.5	1,089.8	1,131.2
Golf Illustrated C	52.2	43.9	508.2	454.9
Golf Magazine C	65.9	74.2	966.8	1,028.8
Gun Dog (6X)	30.0	35.7	163.5	197.7
Guns	49.0	42.0	415.0	385.0
Guns & Ammo	64.7	73.1	471.3	451.4
In-Fisherman (7X)	—	—	431.5	508.5
Outdoor Life C	81.6	72.6	687.3	796.9
Outside Magazine	76.2	54.8	632.9	605.0
Petersen's Hunting	77.6	74.2	476.7	476.5
Runner's World (12X) C	56.6	42.7	405.5	388.7
Salt Water Sportsman C	69.9	85.8	959.7	1,182.2
Shooting Times	42.5	44.9	331.3	338.6
Sierra (6X)	—	—	178.6	230.3
Ski (8X) A. C	166.7	157.9	620.9	668.4
Skiing (7X) A. C	163.2	146.5	580.7	533.5
Skin Diver C	98.9	98.3	1,217.4	1,151.4
Southern Outdoors (9X)	47.5	48.8	366.1	435.2
Sport Magazine C	50.7	51.2	320.8	365.9
Sports Afield C	85.3	74.2	682.8	648.3
Surfing	83.7	83.1	750.0	931.6
Tennis C	36.3	42.9	613.9	676.2
Waterski (9X)	—	—	561.1	607.6
Western Outdoors (9X)	21.7	31.0	274.0	331.0
Wildfowl (6X)	19.0	31.5	90.4	110.9
WindRider (8X)	—	—	428.2	338.1
Wing & Shot (6X)	12.0	15.5	66.9	79.0
World Tennis C	17.8	27.0	349.1	467.8
Total Group	**1,940.3**	**1,875.0**	**19,697.7**	**20,847.7**
% change	**3.5%**		**-5.5%**	
■ Photography				
American Photo (6X) C	—	29.8	241.5	308.3
Petersen's Photographic	36.5	23.4	254.5	258.5
Popular Photography C	112.3	99.3	1,018.2	861.0
Total Group	**148.8**	**152.6**	**1,514.2**	**1,427.8**
% change	**-2.5%**		**6.0%**	
■ Science/electronic/mech				
Discover C	47.1	40.6	348.8	389.5
Home Office Computing C	48.0	51.3	446.4	437.4
Omni C	74.3	79.8	502.7	582.2
Popular Mechanics C	90.7	99.8	682.9	791.9
Popular Science C	67.3	59.0	625.5	808.4
Scientific American C	49.3	38.7	416.7	414.7
Spectrum C	56.4	64.6	510.4	550.5
Total Group	**432.9**	**433.8**	**3,533.4**	**3,974.5**
% change	**-0.2%**		**-11.1%**	
■ Woman/fashion/service				
Bride's Magazine (6X) A. C	356.6	451.3	2,711.6	2,825.2
Cosmopolitan A. C	190.3	222.1	1,768.3	1,948.6
Elle C	276.1	265.5	1,866.7	1,862.4
Essence C	76.8	75.4	726.9	740.2
Family Circle (17X) A. C	129.0	170.9	1,347.1	1,620.9
Glamour C	180.8	186.3	1,556.0	1,657.6
Good Housekeeping A. C	162.1	166.1	1,387.0	1,318.0
Harper's Bazaar C	177.2	143.1	1,173.8	1,210.5
Health C	26.7	42.6	317.1	336.4
Imagen	128.1	132.8	997.0	891.5
Ladies' Home Journal C	141.0	141.7	1,214.9	1,265.4
Lear's C	64.1	72.5	523.6	515.8
Mademoiselle C	122.0	141.7	1,275.9	1,380.9
McCall's C	102.2	111.7	807.2	927.4
Military Lifestyle (10X)	88.1	54.4	788.9	472.4
Mirabella	134.1	96.5	885.8	494.2
Modern Bride (6X) C	283.7	292.0	2,176.1	2,127.8
New Woman C	115.8	85.9	788.9	838.6
Parents Magazine A. C	152.1	153.8	1,168.5	1,216.9
Redbook C	96.2	123.9	949.6	991.7
Savvy C	35.9	50.8	307.9	445.6
Self C	113.2	118.2	1,061.0	1,092.8
Seventeen C	72.8	95.2	1,067.5	1,174.2
Shape C	55.2	66.1	532.0	648.0
Soap Opera Digest (26X) C	46.8	58.4	339.0	400.6
Teen Magazine	38.5	52.1	521.1	496.0
True Story A. C	52.1	70.4	525.5	566.1
Victoria C	71.8	55.0	459.2	316.3
Vogue C	301.4	329.2	2,467.5	2,760.8
W Magazine (26X) C	220.4	234.5	1,203.0	1,336.5
Weight Watchers C	32.2	39.3	348.5	345.8
Woman (10X) C	—	35.3	212.0	291.2
Woman's Day (15X) A. C	178.8	284.3	1,163.6	1,487.8
Workbasket	27.1	24.1	207.6	214.9
Working Mother C	61.8	75.0	602.8	693.0
Working Woman C	101.1	108.6	836.5	924.7
Total Group	**4,411.9**	**4,826.6**	**36,285.5**	**37,836.7**
% change	**-8.6%**		**-4.1%**	
■ Youth				
Boys' Life C	13.5	18.1	163.0	175.1
Campus Life (10X)	110.5	106.7	387.0	397.2
Total Group	**124.0**	**124.8**	**550.0**	**572.3**
% change	**-0.6%**		**-3.9%**	
■ Business/national				
Barron's	173.9	226.7	1,427.7	1,533.0
Black Enterprise C	69.3	79.6	769.0	765.9
Business Month C	45.8	45.0	361.2	324.0
Business Week (52X) A. C	591.8	829.5	3,436.9	3,928.5
Economist (52X) C	247.7	241.9	2,201.1	1,935.9
Entrepreneur C	177.1	124.2	1,682.1	1,489.3
Financial World (26X) C	96.0	95.0	847.3	640.8
Forbes (26X) C	697.1	793.0	3,182.2	3,164.7
Fortune (26X) C	450.3	486.4	2,770.7	3,042.7
Frequent Flyer	37.7	67.3	401.5	431.6
Futures	55.7	58.8	417.5	446.1
Inc. Magazine C	126.5	153.6	910.7	984.1
Income Opportunities	89.2	90.9	633.2	683.7
Industry Week (23X) A.	97.8	123.1	897.5	959.1
Nation's Bus. (12X) A. C	27.8	52.9	247.2	375.6
Success C	37.5	41.7	286.7	314.8
Total Group	**3,021.1**	**3,509.7**	**20,472.6**	**21,019.6**
% change	**-13.9%**		**-2.6%**	
■ Business/regional				
Arizona Business Gazette B	40.4	—	440.7	—
Bus. Jrnl.-Milwaukee	176.7	198.8	1,448.0	1,495.0
Bus. Jrnl.-Sacramento	109.5	100.8	906.8	848.4
Bus. North Carolina	35.5	38.2	407.3	421.2
Capital Dist. Bus. Review (52X)	88.6	95.6	724.3	726.8
Caribbean Business	104.8	117.4	1,188.1	1,254.6
Corporate Rpt. Minnesota	55.3	66.0	537.5	628.3
Crain's Chicago Bus. (52X)	200.9	224.1	1,447.3	1,435.3
Crain's Cleveland Bus. (52X)	94.8	115.2	759.1	805.5
Crain's Detroit Bus. (52X)	97.8	124.2	867.7	820.5
Crain's New York Bus. (52X)	124.0	120.0	701.0	601.0
Florida Trend (13X)	46.9	58.6	442.0	530.0
Georgia Trend	46.8	62.0	425.9	483.1
Grand Rapids Bus. Jrnl.	61.9	62.9	548.4	455.8
Hawaii Business	45.2	52.3	566.7	523.1
Houston Bus. Jrnl. (52X)	132.7	91.1	794.2	787.0
Indianapolis Bus. Jrnl. (52X)	179.4	224.5	1,549.5	1,655.7
Nashville Business & Lifestyle B	28.9	—	68.0	—
New England Bus. (12X) A.	48.2	34.2	331.5	378.2
New Orleans City Bus.	52.3	40.6	546.6	427.0
Pacific Bus. News (52X)	172.5	137.2	1,132.4	1,048.3
Philadelphia Business Journal	155.8	185.3	1,194.2	1,479.2
Pittsburgh Bus. Times (52X)	120.0	154.3	992.7	1,138.7
Regardie's-Washington	147.0	178.0	1,313.0	1,578.0
St. Louis Bus. Jrnl. (52X)	193.7	110.3	1,114.8	1,019.0
Warfield's Monthly Baltimore	56.7	55.0	593.5	602.9
Total Group	**3,546.9**	**2,646.6**	**20,532.3**	**21,142.5**
% change	**-3.8%**		**-2.9%**	
■ National Sunday mags				
Parade (52X) C	75.5	78.1	593.8	587.9
USA Weekend (52X) C	58.1	67.7	558.2	517.5
Vista Magazine (52X)	40.2	32.2	226.0	205.9
Total Group	**173.7**	**178.0**	**1,378.0**	**1,311.2**
% change	**-2.4%**		**5.1%**	
■ Newspaper Sunday magazine				
Boston Globe	144.9	170.3	1,597.9	2,007.0
Chicago Tribune	156.5	152.5	1,072.4	1,127.6
Cleveland Plain Dealer	65.0	90.4	608.2	663.5
The Dallas Morning News	68.2	69.5	545.0	617.9
Detroit Free Press	56.0	58.0	522.0	427.0
L.A. Times C	173.7	198.1	844.9	1,066.9
Louisville Courier-Jrnl	21.0	42.0	257.0	317.0
New York Times Mag. C	377.6	537.7	3,056.5	3,309.5
Philadelphia Inquirer	95.2	93.4	927.2	855.8
Seattle Times	99.0	124.0	819.0	719.0
St. Louis Post Dispatch	84.1	122.2	790.9	814.2
Toledo Blade Magazine	32.9	45.9	346.6	344.3
Washington Post	103.0	188.6	1,065.8	1,330.8
Total Group	**1,477.1**	**1,892.5**	**12,453.3**	**13,600.5**
% change	**-21.9%**		**-8.4%**	
■ Weeklies/bi-weeklies				
The Advocate (26X)	151.4	111.4	1,516.9	1,450.8
Army Times Military Group				
Air Force Times (52X)	191.1	209.4	1,587.9	1,612.7
Army Times (52X)	194.5	213.2	1,579.4	1,562.3
Navy Times (52X)	201.3	231.9	1,675.3	1,778.0
Capper's (26X)	32.8	27.9	291.1	315.4
Commonweal (22X)	4.5	5.4	84.0	65.4
Golf World (40X)	70.0	59.1	1,233.4	1,101.2
Grit (52X) A.	40.0	52.0	376.0	357.0
Jet (52X) C	112.0	106.5	881.9	947.8
National Journal (50X) C	87.7	76.2	579.5	599.2
National Review (25X)	46.4	32.6	279.0	255.5
New Republic (48X)	47.4	55.2	378.4	409.3
New York Mag. (50X) C	296.5	343.9	2,072.0	2,419.1
New Yorker C	304.8	306.7	1,777.6	1,788.6
Newsweek (52X) A. C	255.1	336.9	1,797.8	1,957.1
People (51X) C	310.0	328.5	2,804.6	2,991.0
Rolling Stone (25X) C	184.4	158.3	1,537.2	1,551.1
Sporting News (52X) C	61.2	65.1	429.7	501.3
Sports Illustrated (52X) A. C	279.1	328.7	2,085.8	2,398.9
Time (52X) A. C	364.9	358.9	2,158.9	2,209.7
TV Guide (52X) A. C	229.3	246.0	2,416.1	2,659.4
US Magazine (26X) C	81.7	91.9	588.6	624.9
U.S. News & World Report (50X) A. C	285.1	272.1	1,609.8	1,603.8
Total Group	**3,831.1**	**4,017.6**	**29,741.3**	**31,159.4**
% change	**-4.6%**		**-4.6%**	

NOTES: Linage is given in paid ad pages. (X) represents the number of times published each year; publications are monthly unless otherwise specified. A. Sectional linage included but prorated to circulation of regional editions. B. Incomplete report not included in group total and % change. C. Figures supplied by Publishers Information Bureau. All other figures are supplied by the magazines. *Ad Age* makes no attempt to verify figures and is not responsible for inconsistencies or errors. Compiled by Kathy Welyki.

ADREVIEW

Trident commercial stumbles onto concept that sticks out

(Rating: ★ ★ ★)

By Bob Garfield

Garfield

We here at ADREVIEW are not by nature violent. Over the years, we have encountered very few individuals who, without extreme provocation, we would actually kill or maim (which may not seem to be all that remarkable a declaration, unless you know that once we were *that close* to Edwin Meese).

Sometimes we get exercised, yes, to the very edge of physical violence; that's the price of having cable service. But seldom does our disapproval cross what you might call the Keating Line, a moral threshold that can be expressed as follows:

We would not feel comfortable actually assassinating somebody accused of participating in a multibillion-dollar fraud that bankrupted a nation and robbed small depositors of their life's savings, but, if such a person were to step off a curb and be struck by a cross-town bus, we would not run to dial 911 so quickly as to risk scuffing our shoes.

The Keating Line. Only once have we ever truly considered crossing it.

A tired cliche takes on new life as a refreshing approach to selling chewing gum in this category breakthrough by Trident and J. Walter Thompson USA.

This was back a few years ago, in the days when Peggy Fleming was fronting for Trident sugar-free gum. When, for the 11,609th time, we heard her ask, in a most aggressively cheerful tone, while brandishing several packs of Trident in a fanned-out-playing-card way such as no packs of gum had ever been displayed in the whole history of confection, "Who wants gum?" we flew into a rage.

For an instant, we lost grip on reality. We heard voices, aggressively cheerful voices, that asked, "Who wants to run through Ted Bates Advertising, New York, randomly attacking bystanders with a sharpened ice skate?" And to those inner demons we replied: "I do! I do!"

Luckily, the feeling passed. And, just as luckily, it turns out lo these many years later, so did the Trident account—from Bates to J. Walter Thompson USA. In a category that hadn't produced interesting TV advertising since the Teaberry Shuffle, JWT is running a delightful 30-second spot called "Walk & Chew."

Yes, that's right, a TV commercial that uses as a point of departure one of the more tired cliches in the American idiom. A phrase so obvious, so hackneyed, so blunt that it's a wonder Wm. Wrigley Jr. Co.—king of insipid gum advertising—didn't trot it out years ago.

The spot opens with a nice-looking businessman striding confidently down some brick steps, quickly stuffing a stick of gum in his mouth. One stride later he falls down the steps.

"You may have noticed," says the voice-over, "that lately lots of people are having considerable trouble walking and chewing gum at the same time. [A lady shoves in the gum, trips and sends her groceries flying. Then our gum-chewing businessman glides back, ramming a parking meter with his chest.] Perhaps it's because of the great new taste of Trident. Peppier original. Fruitier fruit. [A lady jams her heel in a sidewalk grate.] Bubblier bubble. [Two kids pop bubbles and collapse to the ground]. The great new taste of Trident. Still good for your teeth, and now it tastes better than ever."

The last image is a guy stuffing in some Trident, glancing down at a T-shape metal thing sticking up from the pavement. He leaps to avoid it, successfully, but as he brushes against it, on comes a fountain that soaks him to the skin. Please note: There's not a beaming, smart Mom in sight.

On second thought, it's no mystery that Wrigley never exploited the walking-and-chewing idea. While tripping down the steps is hardly Oscar Wilde material, this spot does boast a touch of irony, self-deprecation and just the slightest bit of edge—making it ipso facto beyond the intellectual grasp of the Doublemint twins.

By convention, gum ads have been more sugar-coated than the gum itself, so painfully wholesome that even the act of placing gum in the mouth has been ludicrously sanitized. But none of that contorted delicacy here. Here they just shove the stuff in, and more power to them.

We here at ADREVIEW want to hand it to copywriter Bob Mitchell, to art director Kathy McMahon, to director Howard Deutsch and to the client, Warner-Lambert Co. And to them, also some advice: Should you ever get really angry—say, at Care Free—and violent, and right to the edge of the Keating Line, *don't cross it.* Just shove in a stick of Trident. It's hard to kill and chew gum at the same time. □

The rating system uses four stars to represent excellent, three for notable, two for mediocre and one for pathetic.

Lipton ad push

(Continued from Page 3)

Fruit Slush—have been disappointing.

Mr. St. Clair wouldn't comment on the company's individual business lines.

Observers say Lipton Cup-A-Soup, one of the company's flagship products, has been hurt not only by a reduction in advertising but by the aggressiveness of ramen noodle marketers. Ramen noodle products offer more noodles than other soups.

Arbitron/SAMI figures showed the Cup-A-Soup line had 7.8% share of the $524.9 million dehydrated soup category for the 52 weeks ended Oct. 5. That was good enough for second, behind Lipton's instant soup mix's 18.4%, but represented an 18.8% decline from a year earlier. And the instant soup line lost 1.7%.

By contrast, Nissin Foods' Oodles of Noodles, a ramen brand, was up 17.3% in dollar volume this year.

A source at Campbell Soup Co. said ramen soups are "killing the category," making big gains at the expense of all competitors but particularly Lipton.

Campbell has fought back with Campbell Ramen Noodle soups, already in 33 markets and expanding to new markets; Lipton has no ramen entry.

In the face of the increased competition, Lipton's ad spending for dry soup has been "anemic," said another Campbell executive.

In measured media, Lipton spent $3.6 million last year for its Cup-A-Soup and Lite Cup-A-Soup lines, down 48.8% from 1988.

Measured spending for the first half of 1990 showed less than $1 million in support, though those figures don't take into account the prime fall/winter season for promoting soup.

Lintas:New York handles the soups.

Tea is another headache for Lipton. Price increases drove the tea bag market up 0.2% to $541.2 million for the 52 weeks ended Oct. 5, Arbitron/SAMI figures showed, but tonnage fell 3.2%. That gave the company a 50.4% share for the period, compared with 52.9% a year earlier.

As the market leader, Lipton has been particularly vulnerable to the move toward soft drinks, sparkling waters and alternative drinks at tea's expense, said Tom Pirko, president of Bevmark, a consultancy.

In addition, Lipton has been letting its tea advertising, also at Lintas, slide.

When Oriental Treasures tea was introduced in 1986, Lipton was spending $18.8 million annually on tea advertising. By 1989, the company had dropped its acclaimed "Little Old Ladies" TV campaign and spending had dropped to $4 million.

"If it were a Coke-Pepsi situation, [Lipton] would have had to draw their guns and blast away," Mr. Pirko said. "But Lipton has so thoroughly dominated the market that they don't think they have to do any advertising."

The result, he said, is a weakened overall market.

"The company is doing a real poor job of trying to convert Americans to tea drinking," Mr. Pirko said.

Lack of competition isn't the problem in fruit snacks.

Information Resources Inc.'s InfoScan service showed Lipton with a 41% share of the $277 million category last year, trailing General Mills' 46%.

But in the second quarter of this year, General Mills built its share to 55% of the $80.7 million market, while Lipton plummeted to 26%.

Lipton appears to be outmatched in advertising by General Mills, as that company

"If it were a Coke-Pepsi situation, [Lipton] would have had to draw their guns and blast away. But Lipton has so thoroughly dominated the market that they don't think they have to do any advertising. . . . The company is doing a real poor job of trying to convert Americans to tea drinking."

boosts spending to help lines including Thunder Jets, Garfield & Friends and the new Surf's Up!, all introduced in the past year.

General Mills' fruit snack spending was $7.4 million in the first half of 1990, compared with $6.3 million for the Lipton lines, LNA/Arbitron reported.

The competition also is outgunning Lipton in powder drink mixes, where General Foods USA's Kool-Aid dominates the category with a share in excess of 75%, compared with Wyler's line with 19%.

With only $2 million in measured media spending behind the product, Wyler's share has remained "flat to down in a growing market," said a source at competitor Kraft General Foods.

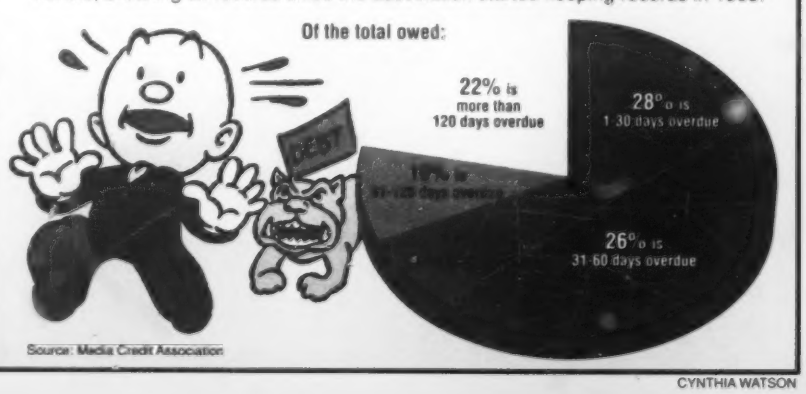
But, given Unilever's deep pockets and Lipton's renewed commitment to advertising, industry analysts say the company could breathe new life into these major product lines.

Les Pugh, industry analyst with Salomon Bros., attributed Lipton's problems to "external pressures and aggressive competition," and said Lipton "aims to recapture the spark" that marked the company's new-product efforts in years past. □

Julie Liesse and Laurie Freeman contributed to this story.

Long overdue

Advertising agencies are becoming more delinquent in paying their bills. As of September, agencies owed a record $102.8 million in overdue bills to magazines, according to the Media Credit Association, a trade group affiliated with Magazine Publishers of America. Late payments have been growing each month for the past 20 months, breaking all records since the association started keeping records in 1903.



Source: Media Credit Association

CYNTHIA WATSON

NOTE

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Cov. 1, Pgs: 2, 33, 39, 56